



Now available for Sega Zaxxon™ and Frogger™ games and as a Factory New Upright, Up 'N Down™ delivers value and excellent earning power. And whether you choose the factory upright or conversion, Bally Midway will put future life into your Up 'N Down with follow up kits in 1984. That's value. So don't compromise, get your earnings up and keep your costs down with Up 'N Down.

# Up'n Down



*Bally MIDWAY™*  
**SEGA™**

# Great Value Today! Great Value Tomorrow!

Whether you choose Up 'N Down as a Factory New Upright or as a conversion kit for your Sega Zaxxon and Frogger games, Bally Midway lets you buy with confidence. Nearly six months of location testing has proven Up 'N Down's earning power. And there's more! We've designed two follow up kits for Up 'N Down, available later this year, to really extend this great investment. So get your earnings UP and keep your costs DOWN with Up 'N Down.

## ZAXXON™ to UP 'N DOWN™ kit contains:

- Logic Boards
- Header Glass
- Right and Left Side Cabinet Decals
- Control Shelf Graphic Overlay
- Instructions

## FROGGER™ to UP 'N DOWN™ kit contains:

- Logic Boards
- Header Glass
- Right and Left Side Cabinet Decals
- Eight Position Joystick Assembly



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